Prathamesh Dhapodkar (109171717)

Assignment 5

The following dashboard represents the analysis of the call center performance. Layout 1 shows the revenue analysis of the call center based of customers and best and worst call centers, customer and employees based on profit generated. Layout 2 shows the category and brand analysis of the call center.

Here we used two canned reports in each layout. Layout 1, report 1 shows us the average revenue and max. revenue analysis of each call center by customer for each region. Layout 2, report 1 shows us the call center and category analysis, representing its revenue growth, variance and forecast. Both the canned reports are the motivation towards derived custom reports. In layout 1, the derived custom reports show the best and worst of customers, employees and call center. Whereas, layout 2 shows the best category by the call center location, best performing brand of the category and best category over the years.

The layer 1, quadrant 1 tells us that average revenue and max revenue of the customer for each call center it analyses the revenue by region. Quadrant 2 shows us the best and worst of the call centers based of profit generated by the call center. Best call center is New York, and worst is Seattle. Quadrant 3 tells us about the best customer based on overall revenue generated by that customer. It also shows us the transactions and average weight of each transaction. Mercy Simonetti is the best customer which has generated overall revenue more than $11000 Quadrant 4 tells us about the best employee based on the units sold by the employee. Robert walker is the best employee of the call center which sold more than 93000 units.

The layer 2, quadrant 1 shows us the analysis of the categories based of call center and its region. The analysis tells us about the revenue growth from its previous year, variance, forecast for the next year and the profit generated by each category and its profit percentage from overall profit for each call center. Quadrant 2 tells us of the best category in each call center, it can be observed that electronics category is the best category in every call center even in every region. Quadrant 3 shows us the best brand of each category. Sony is best for electronics, Young is the best book Doo woop box is the best music album and Mathew Boderick is the best movie. Quadrant 4 shows us the category performance over the years, the analysis shows us that electronics category is the best category for all three years.

Dashboard mainly shows us the call center analysis and best, worst of the call center attributes. Whereas the layout two consists of category analysis and tells us about the best category, brand and category over the years.



